

3625  
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CERTIFICATE OF MAILING UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450, on the below date:  
Date: May 20, 2004 Name: John G. Rauch Signature: *John G. Rauch*

BRINKS  
HOFFER  
GILSON  
& LIONE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: DAVIS et al.  
Appln. No.: 09/911,674  
Filed: July 24, 2001  
For: SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH ENGINE RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE  
Attorney Docket No: 9623/334

Examiner: Cuong Nguyen  
Art Unit: 3625

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Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450  
Sir:

TRANSMITTAL

Attached is/are:

- ☒ Transmittal Letter (1 page); Fourth Supplemental Information Disclosure Statement (3 pages); PTO 1449 form (1 page); copies of references E1-E18.
- ☒ Return Receipt Postcard with sufficient postage.

Fee calculation:

- ☐ No additional fee is required.
- ☐ An extension fee in an amount of \$\_\_\_\_\_ for a \_\_\_\_\_-month extension of time under 37 C.F.R. § 1.136(a).
- ☐ An additional filing fee has been calculated as shown below:

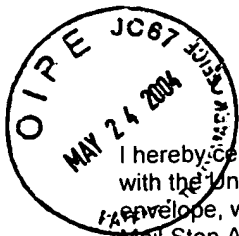
|   |                                  |       |                                 |               | Small Entity |           |    | Not a Small Entity |           |
|---|----------------------------------|-------|---------------------------------|---------------|--------------|-----------|----|--------------------|-----------|
|   | Claims Remaining After Amendment |       | Highest No. Previously Paid For | Present Extra | Rate         | Add'l Fee | or | Rate               | Add'l Fee |
| Total                                     |                                  | Minus |                                 |               | x \$9=       |           |    | x \$18=            |           |
| Indep.                                    |                                  | Minus |                                 |               | x 43=        |           |    | x \$86=            |           |
| First Presentation of Multiple Dep. Claim |                                  |       |                                 |               | +\$145=      |           |    | +\$290=            |           |
|   |                                  |       |                                 |               | Total        | \$        |    | Total              | \$        |

Fee payment:

- ☐ A check in the amount of \$\_\_\_\_\_ to cover the above-identified fee(s) is enclosed.
  - ☐ Please charge Deposit Account No. 23-1925 in the amount of \$\_\_\_\_\_. A copy of this Transmittal is enclosed for this purpose.
  - ☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.
- Respectfully submitted,

5/20/2004  
Date

*John G. Rauch*  
John G. Rauch, Reg. No. 37,218  
Brinks Hofer Gilson & Lione  
P.O. Box 10395  
Chicago, IL 60610



**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to:  
Mail Stop Amendment, Commissioner for Patents,  
P.O. Box 1450, Alexandria, VA 22313-1450, on

5/20/2004

Date of Deposit

John G. Rauch, Reg. No. 37, 218

Name of Applicant, Assignee or  
Registered Representative



Signature

5/20/2004

Date of Signature

Our Case No. 9623/334

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Darren J. Davis et al.

Serial No.: 09/911,674

Filing Date: July 24, 2001

For: SYSTEM AND METHOD FOR  
INFLUENCING A POSITION ON A SEARCH  
RESULT LIST GENERATED BY A  
COMPUTER NETWORK SEARCH ENGINE

Examiner: Cuong H. Nguyen

Group Art Unit: 3625

**FOURTH SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Fourth Supplemental Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

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**MAY 26 2004**

**TECH. CENTER 2004**

The references now cited are the following:

### US PATENT DOCUMENT

| DOCUMENT<br>NUMBER<br><small>Number-Kind Code (if known)</small> | DATE       | NAME              |
|--|------------|-------------------|
| 5,794,210  | 08/11/1998 | Goldhaber, et al. |

### FOREIGN PATENT DOCUMENTS

| DOCUMENT<br>NUMBER<br><small>Number-Kind Code (if known)</small> | DATE       | COUNTRY |
|--|------------|---------|
| WO 97/22066 A  | 06/19/1997 | WIPO    |
| WO 00/16218 A  | 03/23/2000 | WIPO    |

### OTHER ART AND RELATED DOCUMENTS

|   |
|---|
| Supplementary Search Report for corresponding European Patent Application No. EP 00 936393, dated February 20, 2004, 3 pages.   |
| Brin, Sergey et al., "The Anatomy of a Large Scale Hypertextual Web Search Engine", <i>Computer Networks and ISDN Systems</i> , North Holland Publishing, Amsterdam, NL, dated April 14, 1998, pp. 1-20.        |
| Doran, David, "Search Engines....Their popularity, their secrets, their flaws", <i>Entrepreneur</i> , July 1998, page 18.   |
| Glaser, Ken, "Who Will GoTo.com?", <i>OnlinePress.com</i> , dated February 20, 1998, 2 pages.   |
| Kramer, Ralf et al., "Thesaurus federations: loosely integrated thesauri for document retrieval in networks based on Internet technologies", <i>Int. J. Digit Libr</i> , 1997, pp. 122-131.                     |
| Sullivan, Danny, "GoTo Sells Positions", <i>The Search Engine Report</i> , dated March 3, 1998, 4 pages.  |
| "GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million, Led by Draper Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from Dialog Gale Group New products, 2 pages. |
| "New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising &amp; Marketplace Report</i> , dated April 28, 1998, Vol. 12, Issue 8, 2 pages.  |

In accordance with 37 C.F.R. § 1.97(g),(h), this Fourth Supplemental Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

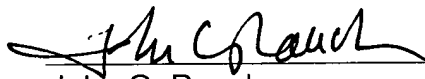
In accordance with 37 C.F.R. § 1.97(e)(1), Applicants hereby certify that each item of the information disclosed in this Fourth Supplemental Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to filing of the present statement, as evidenced by the date of the enclosed search report. Note, however, that several of the cited references previously were cited in the original Information Disclosure Statement filed for this application.

No fees are believed to be due in connection with the filing of this Fourth Supplemental Information Disclosure Statement. However, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these materials, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925. A duplicate copy is enclosed.

Applicants respectfully request that the listed documents be made of record in the present case.

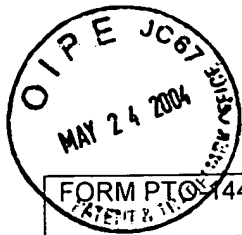
Respectfully submitted,

Date: 5/20/2008



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|  |                              |                                      |
|--|------------------------------|--------------------------------------|
| FORM PTO 1449  | SERIAL NO.<br>09/911,674     | TECH CENTER NO.<br>9623/334          |
| <b>LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT</b> | FILING DATE<br>July 24, 2001 | GROUP ART UNIT<br>3625               |
| (use several sheets if necessary)  |                              | APPLICANT(S): Darren J. Davis et al. |

**REFERENCE DESIGNATION U.S. PATENT DOCUMENTS**

| EXAMINER INITIAL |    | DOCUMENT NUMBER<br><small>Number-Kind Code (if known)</small> | DATE       | NAME              | CLASS/<br>SUBCLASS | FILING DATE |
|------------------|----|---|------------|-------------------|--------------------|-------------|
|                  | E1 | 5,794,210   | 08/11/1998 | Goldhaber, et al. |                    |             |
|                  | E  |   |            |                   |                    |             |

**FOREIGN PATENT DOCUMENTS**

| EXAMINER INITIAL |    | DOCUMENT NUMBER<br><small>Number-Kind Code (if known)</small> | DATE       | COUNTRY | CLASS/<br>SUBCLASS | TRANSLATION<br>YES OR NO |
|------------------|----|---|------------|---------|--------------------|--------------------------|
|                  | E2 | WO 97/22066 A   | 06/19/1997 | WIPO    |                    |                          |
|                  | E3 | WO 00/16218 A   | 03/23/2000 | WIPO    |                    |                          |
|                  | E  |   |            |         |                    |                          |

**OTHER ART - NON PATENT LITERATURE DOCUMENTS**

| EXAMINER INITIAL |     | (Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published. |
|------------------|-----|--|
|                  | E4  | Supplementary Search Report for corresponding European Patent Application No. EP 00 936393, dated February 20, 2004, 3 pages.  |
|                  | E5  | Brin, Sergey et al., "The Anatomy of a Large Scale Hypertextual Web Search Engine", <i>Computer Networks and ISDN Systems</i> , North Holland Publishing, Amsterdam, NL, dated April 14, 1998, pp. 1-20.                               |
|                  | E6  | Doran, David, "Search Engines....Their popularity, their secrets, their flaws", <i>Entrepreneur</i> , July 1998, page 18.  |
|                  | E7  | Glaser, Ken, "Who Will GoTo.com?", <i>OnlinePress.com</i> , dated February 20, 1998, 2 pages.  |
|                  | E8  | Kramer, Ralf et al., "Thesaurus federations: loosely integrated thesauri for document retrieval in networks based on Internet technologies", <i>Int. J. Digit Libr</i> , 1997, pp. 122-131.  |
|                  | E9  | Sullivan, Danny, "GoTo Sells Positions", <i>The Search Engine Report</i> , dated March 3, 1998, 4 pages.   |
|                  | E10 | "GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million, Led by Draper Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from Dialog Gale Group New products, 2 pages.                        |
|                  | E11 | "New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising &amp; Marketplace Report</i> , dated April 28, 1998, Vol. 12, Issue 8, 2 pages.   |

|          |                 |
|----------|-----------------|
| EXAMINER | DATE CONSIDERED |
|----------|-----------------|

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.